

NPM #11: Percentage of mothers who breastfeed their infants at hospital discharge.

Impact on National Outcome Measures: The advantages of breastfeeding are indisputable and include nutritional, immunological and psychological benefits to both infant and mother as well as benefits to the community as a whole.

a) Report of 2003 Major Activities

1. Performance Based Contracting—Direct Health Care Services—Pregnant and breastfeeding women

As part of the performance based contracting process for CY 2003, several LPHDs selected objectives related to healthy birth outcomes through care coordination services. Breastfeeding education, promotion and support are included in the care for pregnant women and mothers and infants. The provision of breastfeeding information during pregnancy impacts the woman's decision to initiate breastfeeding.

2. Statewide Breastfeeding Activities—Enabling Services—Pregnant and breastfeeding women

The Title V funded agencies continue to coordinate breastfeeding activities with the WIC Program at a state and local level for pregnant women and mothers and infants. This includes referrals for care from WIC to the MCH program and from MCH to WIC. The Wisconsin Breastfeeding Coalition also maintains the Wisconsin Breastfeeding Resource Directory to aid health care professionals in locating appropriate referral sources for breastfeeding mothers who need help.

3. The Wisconsin Breastfeeding Coalition—Population-Based Services—Pregnant and breastfeeding women and the general public

The Wisconsin Breastfeeding Coalition, which is co-chaired by the WIC/MCH Breastfeeding Coordinator and a WAPC Nutrition Committee representative, continues to promote breastfeeding as the cultural norm in Wisconsin through public education and awareness. The Wisconsin Breastfeeding Coalition adapted a resource packet for local breastfeeding coalitions and breastfeeding advocates to build a breastfeeding friendly community. The WBC also developed a training module, "How to Support a Breastfeeding Mother: A Guide for the Child Care Provider".

4. Collaboration and Partnerships—Infrastructure Building Services—Pregnant and breastfeeding women

The WIC/MCH Breastfeeding Coordinator continues to educate healthcare providers about the Wisconsin Medicaid Program policy on reimbursement of breast pumps. This policy provides for high quality breast pumps for mothers returning to work or school to more fully support longer breastfeeding and exclusive breastfeeding.

Wisconsin was one of nine states chosen to implement the USDA funded, Using Loving Support to Build a Breastfeeding Friendly Community, project. An implementation plan was developed for this project and implementation was begun during 2003. This plan includes staff training, mini-grants for clinic environment changes, breastfeeding resources and materials, worksite workshop and a media campaign.

b) Current 2004 Activities

1. Performance Based Contracting—Direct Health Care Services—Pregnant and breastfeeding women

As part of the performance based contracting process for CY 2004, several LPHDs have chosen to continue efforts to promote healthy birth outcomes through care coordination. These activities are targeted to pregnant women and mothers and infants. Breastfeeding promotion and support is an integral part of promoting healthy birth outcomes and will result in more women choosing to breastfeed.

2. Statewide Breastfeeding Activities—Enabling Services—Pregnant and breastfeeding women

As part of the performance based contracting process for CY 2004, a LPHD has chosen to continue to support the peer mentoring program for the support of breastfeeding and reduction of tobacco use and exposure begun in 2003. Peer mentoring programs have been found to be very effective at promoting and supporting breastfeeding, especially in populations that are less likely to breastfeed or less likely to succeed with breastfeeding. As part of the Loving Support project, peer counseling efforts will be supported through ~4 pilot projects. Additionally, as part of the Loving Support project the two chapters of the African American Breastfeeding Alliance have planned activities focused at promoting and supporting breastfeeding among African American families.

3. Wisconsin Breastfeeding Coalition—Population-Based Services—Pregnant and breastfeeding women and the general public

Breastfeeding information for health professionals and the general public is now available on the DHFS website.

The Using Loving Support to Build a Breastfeeding Friendly Community in Wisconsin project includes a public awareness campaign that will air on the buses in Milwaukee (Transit Television Network) during Summer 2004, including during World Breastfeeding Week.

The *Using Loving Support to Build a Breastfeeding Friendly Community in Wisconsin* project include a public awareness campaign component and it is anticipated that this will be implemented in August of 2003. To best target the messages, focus groups have been conducted with African-American women in Milwaukee. This campaign will be coordinated with the National Breastfeeding Campaign being developed by the Ad Council.

4. Collaboration and Partnerships: Implementation of the Loving Support Campaign—Infrastructure Building Services—Pregnant and breastfeeding women

The Using Loving Support to Build a Breastfeeding Friendly Community in Wisconsin implementation plan outlines several infrastructure components that are currently being developed. Some of these include the development of a skin-to-skin brochure and presentation in collaboration with the Wisconsin Association of Perinatal Care; the development of an interactive CD-ROM for employers to support breastfeeding women returning to the worksite and a multi-cultural photography project.

The WIC/MCH Breastfeeding Coordinator continues to serve as co-chair of the Wisconsin Breastfeeding Coalition.

Wisconsin now has two hospitals that have received their Baby Friendly designation.

c) 2005 Plan/Application

1. Performance Based Contracting—Direct Health Care Services—Pregnant and breastfeeding women

A number of LPHDs will continue to focus efforts on healthy birth outcomes including increasing breastfeeding initiation and duration rates through prenatal breastfeeding education and postpartum breastfeeding support. Through the Loving Support project, the 10 Steps to Successful Breastfeeding will be promoted to hospitals and birth centers to improve the care provided at the time of birth to improve the rate of breastfeeding success. A plan for bringing a breastfeeding certification program to Wisconsin in 2005 is underway to increase the numbers of healthcare professionals that have additional training in breastfeeding promotion and support.

2. Statewide Breastfeeding Activities—Enabling Services—Pregnant and breastfeeding women

The peer mentoring and the mother-to-mother support programs will be promoted to LPHDs and local breastfeeding coalitions. The programs will be promoted for use in populations where breastfeeding initiation is low (African Americans and Hmong) and to the general population where breastfeeding duration is low. The development of local breastfeeding coalitions as well as the implementation of additional chapters of the African American Breastfeeding Alliance in areas of need will be explored.

3. Wisconsin Breastfeeding Coalition—Population-Based Services—Pregnant and breastfeeding women and the general public

As the Loving Support plan is being implemented it is anticipated that a number of LPHDs and breastfeeding coalitions will focus efforts on breastfeeding promotion and education campaigns.

4. Collaboration and Partnerships: Implementation of the Loving Support Campaign—Infrastructure Building Services—Pregnant and breastfeeding women

Continue to develop and implement the activities as outlined in the Using Loving Support to Build a Breastfeeding Friendly Community in Wisconsin plan. This includes work with employers and child care providers to focus efforts at increasing duration of breastfeeding and exclusive breastfeeding.